



STATE OF MICHIGAN

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
LANSING

GRETCHEN WHITMER  
GOVERNOR

ELIZABETH HERTEL  
DIRECTOR

May 2, 2025

TO: Health Officers and WIC Coordinators

RE: Special WIC Breastfeeding Peer Counseling Funding, FY 2026

Local Agency: Genesee County

The Michigan WIC Division is pleased to offer your agency continued funding for WIC Breastfeeding Peer Counseling (PC) with the addition of supplementary funds to support the implementation of requirement (Policy 1.07) for an International Board-Certified Lactation Consultant. These funds are not expected to be the sole source of funding for the IBCLC position. If your agency is unable to maintain the level of peer counseling (FTE) set forth in this letter, please advise the State WIC office.

**Please submit signed letter by Friday, May 23, 2025, to accept this funding allocation and the conditions for WIC Breastfeeding Peer Counseling.**

This is special WIC funding for Breastfeeding Peer Counseling and will require a separate budget in the E-grams system. Funding is to be used for direct peer counseling services and support for those breastfeeding services; funds may not be used for general WIC services. Due to the limited nature of the Breastfeeding Peer Counselor Funding **total indirect cost shall not exceed 30% of the total grant award (budgeted and/or reported, whichever is less).** To maintain consistency across budgets, County-City Central Services reported under a direct expense line item will be included as indirect cost even if captured outside of indirect line item on the budget. Additional local funds can be supplemented to cover indirect costs exceeding 30%. Final budgets must be submitted according to the MDHHS budget schedule. **The budget within the E-grams system will not be approved until a signed letter is returned.**

**Please note that your FY2026 funding is subject to availability and may change depending on the level of funds received from USDA/FNS.**

If you have any questions, please contact Dionne Moore-Smith at (517) 335-9174 or via e-mail at [mooresmithd@michigan.gov](mailto:mooresmithd@michigan.gov).

Sincerely,

Dionne Moore-Smith  
Michigan WIC Peer Counselor Coordinator

FY 2026 WIC Breastfeeding Peer Counseling Funds

Local Agency: Genesee County

Special Peer Counseling Funding FY 2026 Allocation \$197,767  
for 2.7 FTE of peer counseling time. *This does not include supervisor or mentor time.*  
\$7,500 must be allocated for IBCLC services

Grant Period: October 1, 2025 – September 30, 2026

The WIC Breastfeeding Peer Counseling Funds are intended to enable State agencies to implement or maintain an effective breastfeeding peer counselor program. Combining peer counseling with the on-going breastfeeding promotion efforts in WIC agencies around the country has the potential to significantly impact breastfeeding rates among WIC participants, and, most significantly, the more difficult task of improving breastfeeding duration rates. Our long-range vision is to require breastfeeding peer counseling as a core service in WIC.

By accepting the WIC Breastfeeding Peer Counseling Funds, the local agency agrees to all of the following:

1. To implement/administer a peer counseling program based on research-based components of a successful peer counseling program as identified by FNS (the WIC Breastfeeding Model Components for Peer Counseling). **As stated in the WIC Breastfeeding Model Components for Peer Counseling, Peer Counselors must be available to WIC clients outside of usual clinic hours and outside of the WIC clinic environment (MI-WIC Policy 12.02 After Hours Availability).** Non-compliance with the WIC Breastfeeding Model may result in Peer Counseling funds being withdrawn from your agency. The peer counseling program must be consistent with program guidance set forth in the FNS WIC Breastfeeding Curriculum (Peer Counselor Manager).
2. Fulfill all program and financial reporting requirements as detailed in Attachment #3 of the DHHS contract. This includes participation and attendance of peer counselors and peer managers at required trainings and meetings.

**THESE ARE THE ONLY PURPOSES FOR WHICH THESE FUNDS MAY BE USED.**

\_\_\_\_\_  
Signature of WIC Coordinator

\_\_\_\_\_  
Date

\_\_\_\_\_  
Health Officer

\_\_\_\_\_  
Date

If you agree to these terms, please print, sign, date, and send scanned copy via email or fax to Dionne Moore-Smith [mooresmithd@michigan.gov](mailto:mooresmithd@michigan.gov) or (517)335-8835 by **Friday, May 23, 2025**. (If sending via fax, please follow-up with an email to confirm receipt).